

Practical Iceland offers a new exclusive Immersive Executive Experience (IEE) in partnership with renowned author and innovation pioneer Gabor George Burt

Practical Iceland merges award-winning event services with corporate travel & experience for one-stop seamless corporate retreat & creative sessions

Practical, the award-winning Icelandic Adventure, Event & Travel Management Company renowned for offering flawless executive travel services and creating professional high concept events centered around the unique beauty of Iceland, will unveil at IMEX a new Corporate Travel & Executive Package: The Immersive Executive Experience & Retreat hosted by Gabor George Burt, internationally recognized pioneer on meaningful innovation, linking creativity with smart strategy, and author of SLINGSHOT: Re-Imagine Your Business, Re-Imagine Your Life.

IEE sessions are exclusive, custom designed, multi-day events where small groups of business leaders discover how to apply the “Slingshot Framework” to re-imagine boundaries in their business and personal lives. The sessions fuse together exceptional intellectual learning and mind-opening adventures that re-enforce the key principles of re-imagining boundaries. This combination enables participants to learn and to experience the power of continuous re-invention, which is the critical basis of staying relevant.

Practical is preparing the next Iceland session of IEE in November at ION Adventure and Luxury Hotel that promises to be the perfect setting to open your mind in awe inspiring natural settings.

“We are very excited about merging Practical’s Corporate and Executive Travel services with Gabor George Burt’s Immersive Executive Experience. This partnership allows us to offer something exceptional to our Executives clients from abroad while sharing the wonder, beauty and rich cultural history of our magnificent country,” says Marin Magnúsdóttir, Practical’s Founder Owner and Managing Director.

About Practical

Practical is a family owned, fully licensed and award-winning Icelandic Luxury Adventure Travel Agency and Destination Management Company. Practical specializes in creating high concept events, Corporate Teambuilding Adventures and Discerning Traveler Concierge programs. Practical accommodates any group size, ranging from small groups to global workforce retreats. Contact: Meike Baumann, meike@practical.is, +354 821 0022 or practical@practical.is

For information on George Gabor Burt please visit www.gaborgeorgeburt.com

For additional information, please visit Practical.is/homepage

